

WISCONSIN CHILD ABUSE AND NEGLECT PREVENTION BOARD
2009-2011 BIENNIAL REPORT

To: The Honorable Scott Walker, Governor of Wisconsin
Members of the Wisconsin State Legislature
Citizens of the State of Wisconsin

We are pleased to present the 2009-2011 biennial report of the Wisconsin Child Abuse and Neglect Prevention Board, also known as the Children's Trust Fund.

The Children's Trust Fund was statutorily created by the Wisconsin State Legislature in 1983. The 20 member Board is appointed by the Governor and includes agency heads from the state departments of health services, children and families, justice, corrections and public instruction; four state legislators; and 10 public members that are leaders working to enhance the lives of children and families in our state.

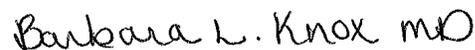
In 2009, the Board engaged in a strategic planning exercise to focus our efforts on strategies where our limited resources can have a significant impact for children and families across the state. Over the next two bienniums, the Board will focus on the development of a sustainable, comprehensive prevention infrastructure that reflects research and promising practices in child abuse and neglect prevention. Through strategic partnerships and investments, the Board will continue to support Wisconsin communities in the provision of services to prevent child abuse and neglect. The Board is also charged with recommending to the Governor, the legislature and state agencies changes needed in state programs, statutes, policies, budgets and rules to reduce child abuse and neglect and improve coordination among state agencies.

We commend the Governor and our state legislators for their continued support of the Board and maintaining the state's investment in prevention, especially in these tight economic times. This report outlines the specific ways in which that support has made a difference for children and families in Wisconsin throughout 2009-2011.

We look forward to working with the Governor, State Legislature, State Government Agencies, and the citizens of the great state of Wisconsin in furthering our efforts to keep children safe and families strong.



Mary Anne Snyder
Executive Director
Children's Trust Fund



Dr. Barbara Knox
Chair
Child Abuse and Neglect Prevention Board

TABLE OF CONTENTS

Overview of Structure and Functions

Vision	Page 3
Mission	Page 3
Organizational Goals	Page 3
Key Areas of Focus	Page 3
Celebrate Children Foundation	Page 4
The Child Abuse and Neglect Prevention Board	Page 5
Partners	Page 7
Budget Summary	Page 9

Implementation of the Child Abuse and Neglect Prevention Board's Strategic Plan in 2009-2011

Child Abuse and Neglect Prevention Board's Strategic Plan	Page 10
Goal 1: Convene and unite key partners around a shared prevention agenda	Page 10
Goal 2: Identify, develop, and promote best practices in child abuse prevention	Page 13
Goal 3: Promote adult and community responsibility to protect children from abuse and neglect	Page 20
Goal 4: Advocate for public policy that reflects CTF vision and mission	Page 21
Goal 5: Ensure CTF is a high quality and high performing agency	Page 21

OVERVIEW OF STRUCTURE AND FUNCTIONS

Vision

All Wisconsin children grow up in healthy and nurturing environments – free from violence with an equal opportunity to reach their full potential.

Mission

The Children’s Trust Fund (CTF) promotes the development of a sustainable, comprehensive prevention infrastructure that reflects research and promising practices in child abuse and neglect prevention. Through strategic partnerships and investments, the Children’s Trust Fund supports Wisconsin communities in the provision of services to prevent child abuse and neglect.

Organizational Goals

1. Convene and unite key partners around a shared prevention agenda.
2. Identify, develop, and promote best practices in child abuse prevention.
3. Promote adult and community responsibility to protect children from abuse and neglect.
4. Advocate for public policy that reflects the Children’s Trust Fund vision and mission.
5. Ensure the Children’s Trust Fund is a high quality and high performing agency.

Key Areas of Focus

The Children’s Trust Fund leads statewide efforts to protect children from abuse and neglect. We work in partnership with communities, state and federal governments, private foundations, and individuals to ensure all parents have the skills, education, and resources they need to nurture and parent their children in positive ways. As an independently operating agency attached to the Department of Children and Families for administrative efficiencies, the Children’s Trust Fund is in a unique position to work flexibly and responsively to meet these goals, convening groups of stakeholders, catalyzing action at the state and local level, and incubating new ideas and innovations in child abuse prevention.

In 1983, the state legislature created the Child Abuse and Neglect Prevention Board and the Children’s Trust Fund as a public-private partnership, and Wisconsin became one of the first states in the nation to

have a special fund dedicated to the prevention of child abuse and neglect. Children's Trust Funds now exist in almost every state. Statutorily, Wisconsin's Children's Trust Fund has three key areas of focus:

POLICY: Keeping policymakers informed

The Children's Trust Fund directs its work on meeting its statutory charge to recommend to the governor, the legislature, and state agencies changes needed in state programs, statutes, policies, budgets and rules to reduce child abuse and neglect and improve coordination among state agencies.

SOCIAL MARKETING: Spreading positive prevention messages

The Children's Trust Fund uses positive, innovative social marketing principles to advance prevention messages at the individual, community, and societal level. With a range of public and private partners, we support social marketing initiatives throughout the state, ranging from positive parenting messages and Shaken Baby Syndrome prevention to child sexual abuse prevention campaigns.

SUPPORTING FAMILIES THROUGH FUNDING PROGRAMS: Providing parents with the right tools and supports

The Children's Trust Fund supports a mix of established, proven programs and innovative approaches to support families and keep children safe and healthy. Once grants are awarded, we ensure program quality by providing technical assistance, training of staff, and evaluation of program outcomes.

Celebrate Children Foundation

The Celebrate Children Foundation (CCF), created in 1998, is a 501(c)(3) organization that works to obtain and invest resources in quality childhood and family development experiences to ensure an environment in which all Wisconsin children become healthy and productive citizens. Through public-private partnerships, the Foundation's initiatives reach children at a critical time in their development and help to promote the growth of healthy, engaged citizens. CCF has created a permanent endowment, with revenue from the sale of Celebrate Children license plates to ensure that investments will continue to be made for young children throughout the state.

The Celebrate Children Foundation is directed by a 9-member board, including the chair and four members of the Child Abuse and Neglect Prevention Board, and four additional members recommended by the Foundation Board and approved by the Child Abuse and Neglect Prevention Board. The Foundation staff includes a President, Executive Vice President, and a Resource Development Coordinator/Public Relations Consultant.

The Foundation is emerging as a part of the collaborative process that is determining how the existing infrastructure of programs and services should be utilized, identifying resources needed to address access to and the quality of those programs, and building a comprehensive system of early care and education for the entire state. Every child in our state should have the very best beginning – whether at home or in any early childhood program.

The Child Abuse and Neglect Prevention Board

The 20-member Child Abuse and Neglect Prevention Board administers the Children's Trust Fund. The Governor appoints ten public members for 3-year terms. The other ten members serve unspecified terms and represent the Governor, the Departments of Children and Families, Corrections, Health Services, Justice, and Public Instruction, and both major parties of the legislature.

Current Board Members

Serving as of June 30, 2011, the end date of the 2009-2011 biennium.

Nancy Armbrust, Green Bay, is a Board Member of Schreiber Foods, Inc.

Scott Anderson, Sun Prairie, is the Executive Director of the Wisconsin Council of Churches.

Michael F. Bloedorn, West Bend, is the Deputy Director of the Washington County Human Services Department.

Stephen Gilbertson, Milwaukee, is a Clinical Program Coordinator/Consulting Clinical Psychologist for Wraparound Milwaukee.

Kris Goodwill, Hayward, is a Tribal Attorney for the Lac Courte Oreilles Legal Department.

Senator Glenn Grothman, West Bend, serves as a Senate appointee. His assigned designee is Maggie Delaport.

Jill Karofsky, Madison, is the designee for Attorney General J.B. Van Hollen. She serves as the Executive Director of the Office of Crime Victim Services in the Department of Justice.

Representative Joel Kleefisch, Oconomowoc, serves as an Assembly appointee. His assigned designee is **Jonna Clark**.

Dr. Barbara Knox, Madison, is Medical Director of the University of Wisconsin Child Protection Program and Assistant Professor in the Department of Pediatrics at the UW School of Medicine and Public Health.

Senator Julie Lassa, Stevens Point, serves as a Senate appointee. Her assigned designee is **Jessica Kelly**.

Kimberly Liedl, Madison, is the designee for Governor Scott Walker. She serves as an Agency Liaison in the Governor's Office.

MaryAnn Lippert, Madison, is the designee for Secretary Eloise Anderson. She serves as the Executive Assistant in the Department of Children and Families.

Sandra McCormick, La Crosse, is President and Chief Executive Officer of World Services of La Crosse, Inc.

Kevin Moore, Madison, is the designee for Secretary Dennis Smith. He serves as the Executive Assistant in the Department of Health Services.

Jane Pirsig, Milwaukee, is the Executive Director of Aurora Family Services.

Melissa Roberts, Madison, is the designee for Secretary Gary Hamblin. She serves as the Legislative Liaison in the Department of Corrections.

Richard Schlimm, Madison, was the Executive Director of the Wisconsin Community Action Program Association.

Representative Donna Seidel, Wausau, serves as an Assembly appointee. Her assigned designee is **Natalie Verette**.

Jennifer Thayer, Madison, was the designee for State Superintendent Tony Evers. She served as the Assistant State Superintendent in the Division for Reading and Student Achievement at the Department of Public Instruction.

Dimitri Topitzes, Ph.D., Milwaukee, is an Assistant Professor at the Helen Bader School of Social Welfare in the Department of Social Work at the University of Wisconsin-Milwaukee.

Former Board Members

Served during this biennium between July 1, 2009 and June 30, 2011.

Anne Arnesen, Madison, is a child and family advocate and the retired Executive Director of the Wisconsin Council on Children and Families

Coral Butson, Madison, was the designee for Governor Jim Doyle.

Janice Cummings, Madison, was the designee for Attorney General J.B. Van Hollen of the Department of Justice.

Rachel Currans-Sheehan, Madison, was the designee for Secretary Karen Timberlake of the Department of Health Services.

Nic Dibble, Madison, was the designee for State Superintendent Tony Evers and Elizabeth Burmaster of the Department of Public Instruction.

John Elliott, Madison, was the designee for Secretary Reggie Bicha of the Department of Children and Families.

Janel Hines, Milwaukee, was the designee for Secretary Reggie Bicha of the Department of Children and Families.

Rea Holmes, Madison, was the designee for Secretary Karen Timberlake of the Department of Health Services.

Florence Ninham, Oneida, works for Oneida Behavioral Health Services and was the President of American Indians Against Abuse.

Senator Luther Olsen, Ripon served as the Senate appointee.

Ismael Ozanne, Madison, was the designee for Secretary Rick Raemisch of the Department of Corrections.

Lisa Patrick, Milwaukee, was the designee for Secretary Reggie Bicha of the Department of Children and Families.

Carrie Templeton, Madison, was the designee for Secretary Rick Raemisch of the Department of Corrections.

Staff

Mary Anne Snyder
Executive Director

Jennifer A. Jones
Associate Director

Michelle Hoppman
Financial Specialist

A family-friendly agency, the Children's Trust Fund supports alternative work schedules and approves flexible-time work schedules based on individual staff needs.

Partners

The Children's Trust Fund accomplishes its goals by working collaboratively with a network of partners at the state and national levels.

State Level Partners

Celebrate Children Foundation

Child Abuse Prevention Fund of Children's Hospital and Health System

Children's Service Society of Wisconsin

Department of Children and Families

Department of Corrections

Department of Health Services

Department of Justice

Department of Public Instruction

Department of Workforce Development

Early Childhood Collaborating Partners

Mental Health America of Wisconsin

Parents Plus, Inc.

Prevent Child Abuse Wisconsin

Office of Justice Assistance

Respite Care Association of Wisconsin

Supporting Families Together Association

University of Wisconsin–Extension

University of Wisconsin–Madison

University of Wisconsin-Milwaukee

Wisconsin Association of Family and Children’s Agencies

Wisconsin Association for Infant Mental Health

Wisconsin Coalition Against Domestic Violence

Wisconsin Coalition Against Sexual Assault

Wisconsin Council on Children and Families

Wisconsin Primary Health Care Association

Wisconsin Shaken Baby Association

National Partners

Alliance of Children’s Trust and Prevention Funds

Center for the Study of Social Policy

Centers for Disease Control and Prevention

Doris Duke Charitable Foundation

Montana State University

Department of Health and Human Services

Prevent Child Abuse America

State Fiscal Years 2010 and 2011 Budget Summary

REVENUE	SFY 10	SFY 11
Duplicate Birth Certificates	1,481,308.00	1,308,023.05
Carry Forward Birth Certificate Balance	336,606.00	65,538.00
General Purpose Revenue	1,183,241.00	981,769.00
Federal CAPTA Funds	566,509.45	491,482.22
Access and Visitation	168,432.32	151,324.78
Other	55,867.34	10,000.00
Total Revenue	3,791,964.00	3,008,137.05
STATEWIDE PROGRAMS & SERVICES		
Salary and Fringe	354,362.68	340,502.59
Birth Certificate	62,756.54	43,105.54
CAPTA	94,233.45	86,899.22
Access and Visitation	20,226.32	18,100.78
General Purpose Revenue	126,500.00	33,954.00
Other	12,399.00	10,000.00
Total Statewide Expenditures	670,477.99	532,562.13
GRANTS TO ORGANIZATIONS		
Birth Certificate Funded Grants	1,328,270.00	1,143,328.00
GPR Funded Grants	1,056,741.00	947,815.00
CAPTA Funded Grants	472,276.00	404,583.00
Access and Visitation	148,206.00	133,224.00
Total Grants to Organizations	3,005,493.00	2,628,950.00
SUMMARY EXPENDITURES		
Statewide Expenditures	670,477.99	532,562.13
Grants to Organizations	3,005,493.00	2,628,950.00
Total Expenditures	\$3,675,970.99	\$3,161,512.13

The Child Abuse and Neglect Prevention Board's 2010-2015 Strategic Plan

The Child Abuse and Neglect Prevention Board's 2010-2015 Strategic Plan focuses on the development of a sustainable, comprehensive prevention infrastructure that reflects research and promising practices in child abuse and neglect prevention. Specifically, the agency will prioritize its work around convening and uniting key partners around a shared prevention agenda; identifying, developing and promoting best practices in child abuse and neglect prevention; promoting adult and community responsibility to protect children from abuse and neglect; advocating for public policy that reflects the agency's vision and mission; and ensuring the agency is high quality and high performing. The Children's Trust Fund will also direct its work on meeting its statutory charge to recommend to the governor, the legislature, and state agencies changes needed in state programs, statutes, policies, budgets and rules to reduce child abuse and neglect and improve coordination among state agencies.

The Board's plan also responds to recent developments at the national level. The Centers for Disease Control and Prevention (CDC) has identified child maltreatment as a serious public health issue and has invested in researching effective prevention programs and approaches. The CDC's social ecological model favors multi-faceted approaches to the prevention of child maltreatment. It not only addresses the individual child or family's risk factors, but also the norms, beliefs, and social and economic systems that create the conditions for child maltreatment to occur. The 2010-2015 Strategic Plan continues to reflect this social ecological model in its targeting of risk and protective factors at multiple levels.

IMPLEMENTATION OF THE CHILD ABUSE AND NEGLECT PREVENTION BOARD'S STRATEGIC PLAN IN 2009-2011

On April 12, 2010, the Board approved its 2010-2015 strategic plan. Since then, staff has focused on operationalizing the plan, including identifying funding priorities for child abuse prevention efforts statewide. The Children's Trust Fund staff conducted a series of regional listening sessions with Family Resource Centers, including those not funded by the Children's Trust Fund, to discuss the new strategic plan for the agency and vision for funding prevention efforts in the state. The following five goals were identified as the priorities for the Board in 2010-2015.

GOAL 1: Convene and unite key partners around a shared prevention agenda.

A. Children's Trust Fund as Convener

Wisconsin Child Maltreatment Prevention Leadership Council

The Children's Trust Fund created the Wisconsin Child Maltreatment Prevention Leadership Council to bring together prevention leaders to develop and implement a shared prevention agenda that identifies priorities for our state. The Council is charged with creating a bold agenda that has shared responsibility across systems and addresses the key risk factors associated with

child abuse and neglect. The shared agenda will be informed by existing strategies already being implemented by agencies represented on the Council. In addition, the Leadership Council will advise the Child Abuse and Neglect Prevention Board on barriers and gaps in service and recommend public policy that improves the lives of children and families in the state. Council members include: Child Abuse Prevention Fund; Children's Health and Hospital System; the Departments of Children and Families, Health Services, Public Instruction and Corrections; Milwaukee Child Abuse Prevention Services Coalition Public Policy Committee; Supporting Families Together Association; University of Wisconsin-Madison; University of Wisconsin-Milwaukee; Wisconsin Alliance for Infant Mental Health; Wisconsin Association of Family and Children's Agencies; Wisconsin Coalition Against Domestic Violence; Wisconsin Coalition Against Sexual Assault; and the Wisconsin Council on Children and Families.

Trauma and Child Maltreatment Prevention Committee

The Children's Trust Fund has convened a Child Maltreatment Prevention and Trauma Committee to discuss ways in which to integrate trauma-informed care principles into child maltreatment prevention services. Specifically, the Committee has developed guiding principles and values for trauma-informed care and prevention. The Committee is also planning to host a pre-conference session on trauma at the 2012 Together for Children Conference for child maltreatment prevention professionals and home visiting staff.

Strengthening Families Initiative

The Children's Trust Fund continued to convene the Strengthen Families Initiative Leadership Committee, the Policy, Research and Evaluation Subcommittee and the Training, Implementation and Outreach Subcommittee in the biennium. In November 2010, the Leadership Committee and Subcommittees identified its priorities for 2011. Under Policy, Research, and Evaluation, the priorities are: 1) prepare a report on the transitional supports provided to families leaving the Child Protective Services system (based on the counties that the Subcommittee met with); 2) submit budget/policy requests regarding Wisconsin Shares Child Care Subsidy eligibility, specifically request revisions to the poverty rates to reach those families that do not qualify for the subsidy program but are not able to afford high quality child care on their own and request transitional support for those families that find themselves no longer eligible for the subsidy; 3) research the types of child care settings that children in out-of-home care under the age of seven are enrolled in; and 4) follow-up on the findings/recommendations for the child care expulsion survey. Under the Training, Implementation and Outreach Subcommittee, the following priorities were identified: 1) create materials to market and explain Strengthening Families; 2) create a training plan for the protective factors; 3) provide technical assistance to counties working on Strengthening Families; and 4) conduct an environmental scan of professional development opportunities/offers across systems and identify needs for additional professional development training specific to the protective factors and Strengthening Families.

B. Children's Trust Fund as Partner

Governor's Early Childhood Advisory Council

The CTF Executive Director has played a strong leadership role as an appointed member of the Governor's Early Childhood Advisory Council and co-chair of its Steering Committee. The goal of the Council is to create a shared vision in Wisconsin which recognizes the importance of early childhood education for children; the need to promote school readiness for low-income children;

consideration for other areas of early childhood development, including health, mental health, and family support; and the need for a coordinated and collaborative approach among federal, state and local child care and early childhood programs.

Department of Children and Families Secretary's Council on Child Welfare

In 2010, the Executive Director of the Children's Trust Fund participated as a member of the Department of Children and Families Secretary's Council on Child Welfare and chaired the Prevention Subcommittee. The Prevention Subcommittee developed recommendations for increasing opportunities and engagement across systems that can support children and families. Specific strategies identified in 2010 were to: 1) increase cross-systems training, especially in trauma-informed care; 2) establish a systems integration workgroup on home visitation with representation from all state agencies; and 3) promote local cross systems leadership.

Forward Wisconsin Initiative

The Children's Trust Fund is a key partner in the Forward Wisconsin Initiative: Preventing Interpersonal Violence. The Initiative's aim is to enhance efforts to change social norms and community tolerance for violence. Other partner agencies include the Departments of Health Services and Children and Families, the Wisconsin Coalition Against Sexual Assault, the Wisconsin Coalition Against Domestic Violence, the Governor's Council on Domestic Abuse, the Child Abuse Prevention (CAP) Fund and Children's Service Society of Wisconsin. The Forward Wisconsin Initiative is organizing its work around five components: 1) collect, analyze, and disseminate data; 2) design, implement and evaluate programs; 3) provide technical support and training; 4) build a solid infrastructure; and 5) affect change through policy, enforcement, advocacy and education. The Children's Trust Fund organizes a regular monthly conference call to discuss policy issues impacting the constituents of the partner agencies.

Home Visiting

As the designated Title II CBCAP agency, the Children's Trust Fund is one of the lead agencies, along with the Departments of Children and Families, Health Services, and Public Instruction in developing the statewide plan to embed home visiting services into a comprehensive early childhood system in Wisconsin. In preparing the federal application for the Maternal, Infant, and Early Childhood Home Visiting Program funds, work conducted by the Children's Trust Fund in its prevention scan and research on risk factors in Wisconsin made a critical contribution to the application. The Children's Trust Fund staff serves on the Home Visiting Subcommittee of the Governor's Early Childhood Advisory Council (ECAC), the Home Visiting Project Team, the Home Visiting Evaluation and Program Implementation Planning Workgroup, and the Home Visiting Training and Technical Assistance Workgroup.

Wisconsin Early Childhood Collaborating Partners

CTF continued to participate as a member of the Wisconsin Early Childhood Collaborating Partners (WECCP). This cross-system collaboration has been a convener of ongoing dialogue, information sharing, and action planning related to enhance services, resources, and outcomes

for young children and their families through system and community change. CTF was involved as a member of the WECCP Steering Committee, as well as a participant on the State Action Team. In October 2011, the State Action Team voted to disband the WECCP and members were invited to participate in committees of the Governor's Early Childhood Advisory Council.

National Partnerships

The Executive Director of CTF continued to promote strong networking at the national level as a board member of the National Alliance of Children's Trust and Prevention Funds. The agency also remains connected to other national efforts through Chapin Hall at the University of Chicago, the Doris Duke Foundation, the Center for the Study of Social Policy, the Alliance for Children and Families, and the Center for Disease Control and Prevention.

GOAL 2: Identify, develop, and promote best practices in child abuse prevention.

A. Programs and Grant Awards

Funding prevention programs in Wisconsin communities continues to be an important facet of the Children's Trust Fund's efforts in the prevention of child maltreatment. This biennium, CTF continued to evolve its investment strategies based on the latest research on the causes and consequences of child maltreatment, as well as the effectiveness of programs and services designed to prevent abuse and neglect. CTF used the work of the prevention scan, research on the risk factors and identified high risk counties in the state to inform where CTF dollars could be invested to have the most impact on children and families truly at risk for child maltreatment.

Milwaukee Community Response Program

On November 15, 2010, CTF issued a Request for Proposals (RFP) to fund the Milwaukee Community Response Program (MCRP). CTF, the Department of Children and Families and researchers at the University of Wisconsin-Madison, Institute for Research on Poverty developed the MCRP to address the economic needs of the family to prevent future reports to child protective services (CPS) that result in substantiated maltreatment. The MCRP targets families who have been reported to CPS but screened out following an initial assessment and offers them voluntary services. Specifically, the Community Response worker: 1) performs a comprehensive assessment of economic need and benefit eligibility, and provides assistance with linkages to existing services and an array of public and private benefits for which the family is found to be eligible; 2) provides financial planning assistance to help families resolve credit problems, reduce debt, and enhance their capacity to save; and 3) when necessary, facilitate one-time emergency cash supplements to alleviate immediate short-term financial crisis. The MCRP will constitute the first randomized experimental evaluation to test whether assisting families to acquire resources in the form of increased earnings/income and access to material necessities (food, housing, medical care), as well as to reduce financial stressors (utility shut-offs, rent arrears, debt, credit problems) may significantly decrease subsequent contacts with CPS. A grant for \$300,000 (each year over the next five years) to implement MCRP was awarded to the Social Development Commission (SDC).

CTF was awarded a \$25,000 grant from the Greater Milwaukee Foundation to support the process/implementation evaluation of MCRP.

Family Resource Centers

State fiscal year data from 2010 showed Family Resource Centers (FRCs) served a diverse group of Wisconsin families, with participants reporting positive changes in their own parenting knowledge, beliefs, and behaviors. 20 funded FRCs served 9,064 parents with over 12,000 children; over 40,000 hours of parenting education courses and workshops were provided; over 121,700 hours of parent-child activities were offered; and nearly 10,000 hours of parent support groups were held. Family Resource Centers also provide home visitation services for families with young children. In state fiscal year 2010, over 3,300 adults with 3,390 children received over 6,700 home visits.

Program participants consistently report positive change on all questions on the retrospective program feedback survey, with significant change on several questions that correlate to reduced risk of child maltreatment. For example, in the fourth quarter of SFY2010 in response to the statement "I know who to contact and where to go in the community when I need help," over eighty percent of participants reported positive change on that statement.

In addition to formal surveys, FRCs continued to collect anecdotal success stories about the impact of program involvement on individuals and families. In the new reporting system, these family success stories are reported in the context of a short-term or medium-term outcome achieved by the family. This phenomenological evaluation design sheds light on human experiences that cannot be measured in quantitative ways, and we believe is very important to portraying the true value of these programs by the families who participate in them.

In addition, the demographic information on ethnicity and income reported by participants using the Family Resource Centers showed that the Resource Centers serve a diverse range of families, especially compared with statewide demographics.

On December 1, 2010, CTF conducted a statewide competitive request for proposals (RFP) process to fund nine Family Resource Center Networks (FRCN). The RFP required the FRCN to provide five core services: 1) community response – voluntary services for families reported to child protective services but screened out or closed after an initial assessment; 2) coordination of public benefits and economic supports – through Wisconsin's Access online system – the FRCN must ensure that families have access to supports and services that help meet basic needs; 3) evidence-based home visitation – the FRCN must either provide evidence-based home visiting (using one of the following models: Healthy Families America, Incredible Years, Nurse Family Partnership, Nurturing Parent Program, Parents as Teachers or SafeCare) or coordinate with already existing evidence-based home visiting services; 4) Family Team Meetings – structure group discussions with informal familial supports that help families develop their own action plans; and 5) cross-systems leadership – the FRCN must provide leadership in promoting, providing training, and implementation of comprehensive cross-systems approaches to the prevention of child maltreatment. Grant awards of \$150,000 per year for five years were given to: Children's Service Society of Wisconsin – Wausau to serve Langlade, Oneida, and Vilas Counties; Exchange Family Resource Center, Children's Service Society – Janesville to serve Rock County; Green Lake Department of Health and Human Services to serve Adams, Green Lake, Marquette, and Waushara Counties; Kenosha County Department of Human Services to serve Kenosha County; The Parenting Place to serve La Crosse County; Lake Shore Community Action Agency to

serve Manitowoc County; Northwest Connection Family Resources to serve Sawyer and Washburn Counties and the Lac Courte Oreilles Tribe; United Way of Racine County to serve Racine County; and University of Wisconsin-Milwaukee to serve Milwaukee County.

Safe Exchange and Supervised Visitation Centers

Access to safe exchange and visitation services is part of a continuum of supportive services for families. These services have been shown to help families develop long-term strategies for shared parenting and reduce the risk of continued violence. The Children's Trust Fund works with five communities with supervised visitation and safe exchange to enhance their services to meet the needs of survivors of domestic violence and sexual abuse, their children, and children who have been sexually abused. Statewide training and technical assistance is also offered to other centers and community partners.

Access and Visitation grants are awarded on a federal fiscal year. In FFY 2010, grantees provided services to 276 parents and 338 children; 106 parents received parent education, 134 parents participated in supervised visitation, and 142 parents had a safe place to transition their children to the other parent. In FFY 2011, services were provided to 350 parents and 379 children; 226 parents received parent education, 71 participated in supervised visitation, and 73 had a safe place to transition their children to the other parent.

Special Projects

The Children's Trust Fund supported a number of special projects grants this biennium, particularly in the areas of children and parents' mental health. Working with statewide organizations with expertise in the area of family mental health, the Children's Trust Fund has been able to reach out to these families - whose unique challenges put them at higher risk for both child maltreatment and contact with child protective services. Families with mental health or behavioral challenges can provide healthy and nurturing environments for children if they are treated with respect and offered supports appropriate for their needs. These special projects have served as pilot programs to support parents and children, develop resources for broader distribution, and demonstrate the scope of service needs that can positively impact this group of families.

Outcome Measures and Performance-based Contracts

CTF has entered into a contract with Mercer Consulting to assist in developing outcome measures and performance-based contracting with grantees. Specifically, Mercer has reviewed outcomes and performance related data currently available in Wisconsin to inform the development of a set of metrics, and gathered additional information from comparison state Trust Funds. A meeting of CTF grantees and other key stakeholders will be convened on November 30, 2011 to review possible data sources, options for measurements used in other states and determine the direction of the metric development effort in Wisconsin. A report will be provided to guide future implementation efforts.

B. Evaluation, Research and Reports

Community Response Evaluation

Wisconsin's Community Response Program funded by the Children's Trust Fund is emerging as a promising practice for preventing child maltreatment and strengthening family functioning by

providing access to concrete services that families need and assisting them to access formal systems and informal resources to meet those needs. The goal of this model is to increase the family's protective capacities through service linkages, case advocacy and connections to both formal and informal resources. Families served under these programs are those who have been reported to a county child protective agency for alleged child abuse or neglect but are either screened out or closed after initial assessment.

The final implementation evaluation report on Community Response was submitted to CTF by UW-Madison in early 2011. Because the initial evaluation was not designed to assess program impact, information on the relative efficacy of different CRP models is not known. However, the evaluation yields important findings that inform best practices in designing and implementing CRP models. CTF will continue work on further developing the model and evaluate its effectiveness. Following the completion of the model design, a best practice and program requirements guide will be developed for model replication.

Some of the main findings in the initial evaluation include:

- Service acceptance rates varied across sites from 28% to 83%, with an average acceptance rate of 54%.
- Referral rates from child protective services to the program were low relative to the potential pool of screened out families.
- Over 80% of participants received at least one home visit from a CRP worker, and home visits were associated with making significant progress toward one or more service goals.
- The reasons for referring families to the program differed from the service needs articulated by CRP participants; CPS referrals were most commonly related to parent needs, whereas the service needs identified by CRP participants were most often related to income needs.
- Although participant reports of public benefit receipt were relatively low at CRP intake, most participants reported income levels that are likely to meet income-tested eligibility criteria for a range of public benefits.
- The majority of participants (70%) made significant progress toward at least one service goal, and 57% achieved at least one goal, as determined by CRP workers; having an income related service goal was highly predictive of goal attainment.

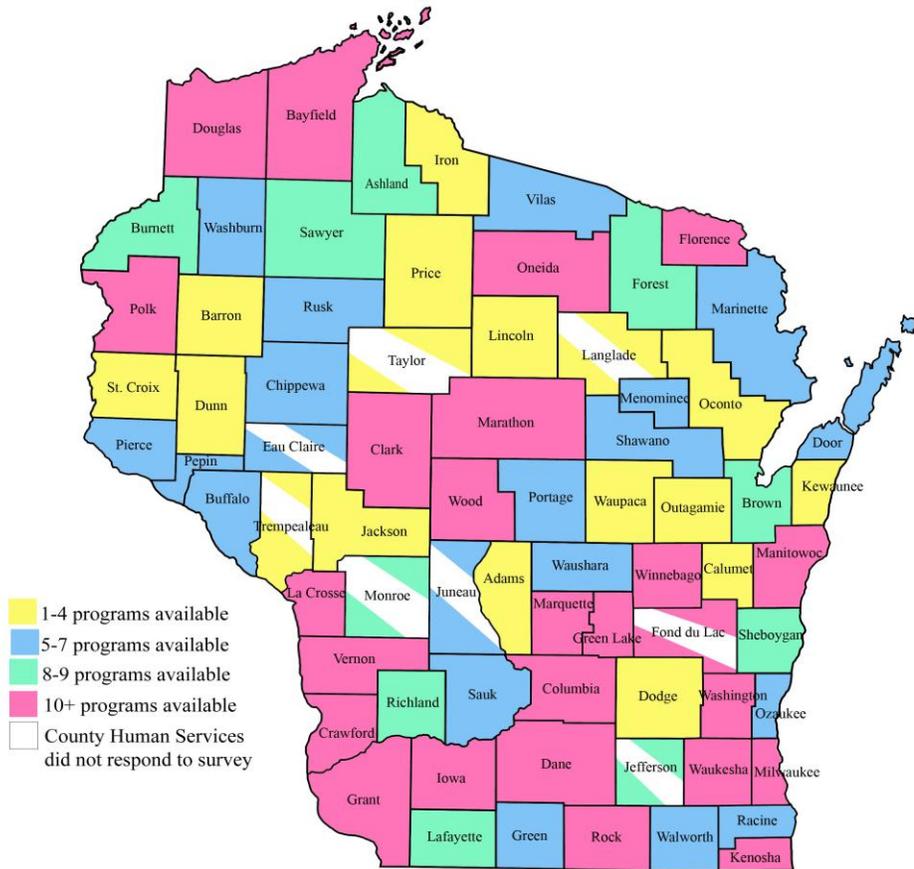
In addition, along with the process/implementation evaluation funded by the Greater Milwaukee Foundation, a full scale experimental evaluation will be conducted of the Milwaukee Community Response Program (see page 13) by the Institute for Research on Poverty. The study sample will be enrolled over a 12 month period and all (treatment and control) families will be followed for at least 36 months beginning with the date of random assignment. Evaluation objectives include: 1) estimating the impact of MCRP on whether families experience substantiated child maltreatment or CPS-identified child safety concerns within 36 months of random assignment; 2) the extent to which MCRP participation is associated with enhanced economic resources in the form of increased earning/income and access to material necessities and reductions in financial stressors; 3) the extent to which differential access to economic resources and associated reductions in

financial stressors explain treatment-control group differences in child maltreatment over the 36 month period; and 4) whether economic resources and financial stressors, CPS case characteristics, and parental characteristics and behaviors at the time of random assignment are associated with program take-up and differential rates of future child maltreatment among treatment group members. The hypothesis is that relative to the control group, the treatment group will have fewer subsequent incidents of child maltreatment, as well as increase access to economic resources and reduced financial stress in the follow-up period. Expectations are that any reductions in child maltreatment will be explained by differences in economic well-being that results from program participation. Despite decades of research confirming the strong association between poverty and child maltreatment, there has never been an experimental test of whether the provision of economic assistance is able to prevent child maltreatment. MCRP will constitute the first test of this important policy question.

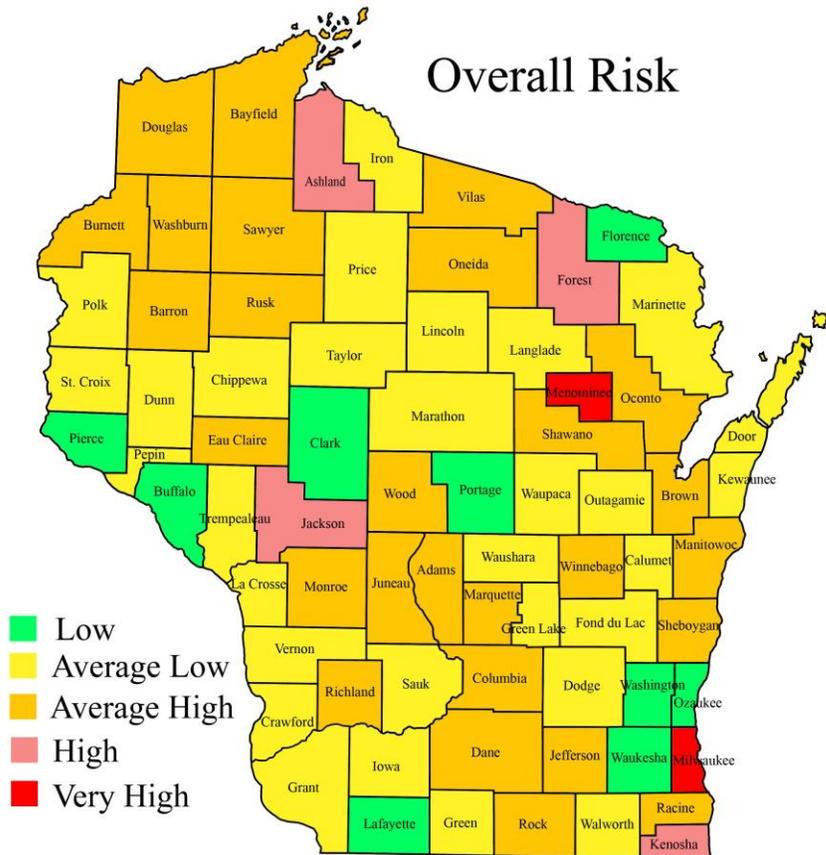
What it will take series

Throughout 2009 and 2010, CTF worked with the Department of Children and Families, the Wisconsin Council on Children and Families and the University of Wisconsin-Madison Institute for Research on Poverty on a prevention environmental scan. A series of publications were released in June 2010 entitled "What it will take: Investing in Wisconsin's future by keeping kids safe today," which can be found on the CTF website at <http://wischildrenstrustfund.org/index.php?section=stats-and-reports>

The series highlights best practices in child maltreatment prevention, discusses emerging trends in the field, details the results of the environmental scan, and issues recommendations on the future of prevention in Wisconsin. The scan of prevention programs and services (see map below showing the count of prevention programs in each county) in Wisconsin found: 1) families have access to very different services depending on where they live; 2) the amount spent on prevention services per child varies from \$0 to \$100; and 3) 40% of programs reported using evidence-based strategies yet only 5% were evidence-based. The series also identified a number of policy recommendations, including: 1) develop a statewide prevention agenda that is informed by state departments, counties, tribes, and private partners; 2) increase financial resources for prevention efforts in Wisconsin; 3) strategically reinvest funds saved through prevention efforts demonstrated to be effective; 4) develop a unified, consistent reporting framework for keeping track of prevention programs and initiatives; 5) dedicate resources to rigorous evaluation of prevention programs; 6) increase access to education and technical assistance on evidence-based programs; 7) encourage and evaluate innovative approaches and promising practices in prevention; and 8) encourage cross county and multi-system approaches to child maltreatment prevention.



In addition, the Children’s Trust Fund examined data by county on known risk factors for child maltreatment. The risk factors identified in research, include family situations (domestic violence, single parents), parent characteristics (substance abuse, mental health, teen parents, low educational maternal attainment), child characteristics (low birth weight, disability, emotional/behavioral problems) and economic circumstances (unemployment, poverty). For each grouping of risk factors, the best available county-level data was gathered from various sources, such as the Wisconsin Interactive Statistics for Health (WISH) and Wisconsin’s Behavioral Risk Factor Survey, to determine risk levels across counties (for more information on calculating risks by county, please see the What it will take series). A risk map of Wisconsin was generated based on research and county level data. Please see the map below:



Child Maltreatment Costs Policy Brief

In April 2011, as part of Child Abuse and Neglect Prevention Month, the Children’s Trust Fund released a policy brief titled “Child Maltreatment Costs of Intervention versus Prevention: How and Where are we Spending our Money in Wisconsin?” The paper highlights whether Wisconsin targets counties where children are at the most risk for maltreatment for higher levels of prevention expenditures to reduce costs associated with child abuse and neglect, and more importantly, to help families keep children safe. The policy brief makes a number of recommendations to ensure that Wisconsin prevention dollars are used efficiently and effectively. Recommendations include: 1) devoting prevention funding to implement proven programs to counties with high risk; 2) increasing research on prevention program effectiveness which takes into account quality of prevention programs; 3) providing more assistance to local communities to pursue revenue generating ideas to diversify funding for prevention programs and create a meaningful local investment; 4) continuing advocacy efforts to mobilize maltreatment prevention strategies beyond exclusive parenting assistance and increasing public awareness to incorporating community level approaches to address the risks for child abuse and neglect; and 5) forwarding research discussions beyond only identifying costs related to child abuse and neglect to developing a plausible strategy to effectively use public dollars for ensuring that children live safe and healthy lives free from violence. The publication is available on the Children’s Trust Fund website at <http://wichildrenstrustfund.org/index.php?section=cost-analysis>

Adverse Childhood Experiences (ACEs)

In 2010, the Children's Trust Fund in partnership with the Departments of Health Services and Children and Families and the Child Abuse Prevention (CAP) Fund provided financial support to include the Adverse Childhood Experiences (ACE) module in the 2010 Wisconsin Behavioral Risk Factor Survey (BRFS). 2010 is the first year Wisconsin gathered data on the level of ACEs amongst the general population.

Scientific evidence is mounting that adverse childhood experiences, including child maltreatment and family dysfunction, have a profound long-term impact on health. The landmark report published in *The American Journal of Preventive Medicine* demonstrated that prolonged exposure to stress and violence as a child can result in disruption of the developing brain and nervous systems. CTF and its partners applied this study design and sponsored the inclusion of ACE specific questions in the 2010 BRFS to determine the prevalence of adverse childhood experiences or ACEs in the state and the impact on emotional, physical, social and economic well-being of its citizenry. A publication highlighting the prevalence of ACEs amongst the general population in Wisconsin will be issued in December 2011. The publication will include a description of the research conducted by Dr. Anda and Dr. Felitti that shows the impact ACEs have on physical and mental health outcomes later in life, and will also identify specific policy recommendations for addressing the issues that contribute to adverse childhood experiences and how Wisconsin can invest in strategies to reduce ACE scores across the state. Funding has been provided to collect ACE specific data in the 2011 Behavioral Risk Factor Survey.

GOAL 3: Promote adult and community responsibility to protect children from abuse and neglect.

Positive Community Norms

The Children's Trust Fund in partnership with the Child Abuse Prevention (CAP) Fund awarded a contract to the Center for Health and Safety Culture at Montana State University to integrate the Positive Community Norms model into child maltreatment prevention efforts in Wisconsin. The PCN model is a comprehensive prevention approach which addresses three critical areas – leadership, communication campaigns, and the strategic allocation and integration of prevention resources. The model provides a science based approach to developing social marketing campaigns based on social norms theory. The Center will engage core stakeholders in Wisconsin in a seven step process to develop a social marketing theme and message which will frame child maltreatment prevention in Wisconsin. The purpose is to develop a context and system linkages (across the social ecology) in Wisconsin that increases safe, stable, nurturing environments in which children are healthy, thrive and develop free from maltreatment. The goals are to: 1) establish a solid foundation in the PCN model with a dedicated group of stakeholders; 2) develop a core message to frame the prevention of child maltreatment in Wisconsin; 3) develop a communications plan to share the message using multiple communication channels reaching a variety of focus audiences across Wisconsin; and 4) build the capacity of key stakeholders across the state to support the core message.

Awareness to Action: Child Sexual Abuse Prevention Campaign

The Children's Trust Fund continued playing a leadership role, throughout the biennium, in the Wisconsin Child Sexual Abuse Prevention Project. The initiative is focused on the following

strategies: 1) empower youth and child serving agencies to improve their internal policy, procedures and trainings related to keeping kids safe from sexual harm; 2) coordinate the network of Darkness to Light trainers across the state to develop a statewide infrastructure (currently there are over 100 trained facilitators throughout Wisconsin providing training to individuals, groups and organizations, as requested); 3) monitor the work of the small grant awardees (there are two pilot projects being funded – one in the Fox Valley and one in Milwaukee County); 4) continue evaluation process and develop a report on the results of the first cohort of 6-month follow-up data; 5) convene the statewide steering committee to work on identified policy issues; and 6) work with pilot sites and steering committee to develop messaging about child sexual abuse prevention that is adult responsibility focused.

GOAL 4: Advocate for public policy that reflects CTF vision and mission.

Strengthening Families Policy, Research and Evaluation Committee

In November 2010, the Strengthening Families Policy, Research, and Evaluation Committee identified its priorities for 2011, which include: 1) prepare a report on the transitional supports provided to families leaving the Child Protective Services system (based on the counties that the Subcommittee met with); 2) submit budget/policy requests regarding Wisconsin Shares Child Care Subsidy eligibility, specifically request revisions to the poverty rates to reach those families that do not qualify for the subsidy program but are not able to afford high quality child care on their own and request transitional support for those families that find themselves no longer eligible for the subsidy; 3) research the types of child care settings that children in out-of-home care under the age of seven are enrolled in; and 4) follow-up on the findings/recommendations for the child care expulsion survey.

Forward Wisconsin Policy Group

The Children's Trust Fund organizes a regular monthly conference call as part of the Forward Wisconsin Initiative to Prevent Interpersonal Violence to discuss policy issues impacting the constituents of the partner agencies.

GOAL 5: Ensure CTF is a high quality and high performing agency.

CTF Staffing

In June 2011, the Children's Trust Fund began recruiting for two positions within the agency: a Strategy and Fund Development Officer and a Senior Program Officer. The Strategy and Fund Development position is responsible for researching state and national public and private funding opportunities and convening the appropriate partner agencies to prepare grant applications for improving child maltreatment prevention efforts in Wisconsin. The Senior Program Officer will be responsible for leading the analysis, planning, implementation and administration of child abuse

and neglect prevention programs and services statewide. This position will be responsible for ensuring the most optimal outcomes are achieved for children and families at risk for child maltreatment in Wisconsin.

Launch of new CTF website

In mid-2011, CTF launched its new website, which allows visitors to the site more opportunities to get involved in child maltreatment prevention efforts in the state. The site also highlights the latest research and trends in the field and provides county by county data on child maltreatment and prevention efforts in the state. There is also a section for the news media to get more information on the issue of child abuse and neglect and prevention strategies to address it. The website is continually updated and enhanced to adjust to the changing needs in the field.